6.6 6.7

Explore the Concept at MyPsychLab

CONCEPT MAP

- **getting it out**
  - **retrieval cues** — more cues stored with a piece of information, the easier the retrieval
  - **encoding specificity**
    - **context-dependent learning** — improved memory for information if physical surroundings are similar to those when the memory was first formed
    - **state-dependent learning** — improved memory for information if physiological or psychological state is similar to that when the memory was first formed

Retrieval of Long-Term Memories

- **recall vs. recognition**
  - **recall:** few or no external cues required
    - **retrieval failure:** (e.g., "tip of the tongue")
    - **serial position effect:** memory improved for items at beginning (primacy) and end (recency) of a list
  - **recognition:** match incoming sensory information (e.g., see or hear) to what is already in memory — false positives can occur (e.g., eyewitness testimony)
- **automatic encoding** — strong emotional associations can lead to vivid and detailed "flashbulb" memories

PRACTICE **quiz** How Much Do You Remember? ANSWERS AVAILABLE IN ANSWER KEY.

Pick the best answer.

1. What concept suggests that the best place to study for your psychology final to ensure good retrieval of concepts is your psychology classroom?
   a. serial position effect
   b. encoding specificity
   c. tip of the tongue phenomenon
   d. automatic encoding
2. Jaclynn had written a grocery list but accidentally left it at home. Trying to remember the list, Jaclynn remembers what was at the beginning of the list and what was at the end but not those things in the middle. This is an example of the
   a. encoding specificity effec.
   b. serial position effect.
   c. tip-of-the-tongue effect.
   d. flashbulb memory.
3. Multiple-choice test questions typically rely on _____ while essay questions rely on _____.
   a. rehearsal; recall
   b. relearning; rehearsing
   c. recall; recognition
   d. recognition; recall
4. Studies by Elizabeth Loftus find that memory
   a. is like a camera that can take pictures for people to recall and review as needed.
   b. is surprisingly inaccurate up to age 12, at which time people begin to show vast improvements.
   c. is highly influenced by culture and that today's technology is having a negative effect on memory.
   d. is highly fluid and can be altered by the person even when the person is unaware he or she is doing it.
5. Felisha can recall with great detail the day of her wedding and all that occurred. What might psychologists say about these particular flashbulb memories?
   a. The memories were likely enhanced in part by the hormones released during emotional moments.
   b. The memories should last up to 15–20 years.
   c. The memories are unusually accurate.
   d. The memories are stored as procedural memories.

The Reconstructive Nature of Long-Term Memory Retrieval: How Reliable Are Memories?

I think my memory is pretty good, but my brother and I often have arguments about things that happened when we were kids. Why don't we have the same exact memories? We were both there!

People tend to assume that their memories are accurate when, in fact, memories are revised, edited, and altered on an almost continuous basis. The reason for the changes that

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